

MORGAN COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	8,888	9,265	9,645	4.1%	21
Total Non-Ag Employment	1,867	1,978	1,899	-4.0%	25
Non-Ag Avg Monthly Wage	\$2,365	\$2,427	2,636	8.6%	14
Per Capita Income	\$25,562	\$27,750	27,812	0.2%	10
Unemployment Rate*	3.0%	2.7%	3.2%	18.5%	23
SPENDING & EMPLOYMENT					
Spending by Travelers (Thousands)**	\$4,847	\$4,993	\$6,463	29.4%	27
Travel & Tourism Related Employment**	177	124	132	6.5%	27
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$181.9	\$476.2	\$616.5	29.5%	27
Transient Room Tax	\$2.8	\$2.3	\$3.1	34.8%	29
Restaurant Tax	\$32.2	\$35.5	\$39.7	11.8%	23
Car Rental Tax	\$7.4	\$8.1	\$7.5	-7.4%	9
Gross Taxable Retail Sales (millions)	\$66.1	\$66.5	\$73.7	10.8%	25
REGIONAL VISITATION COUNTS					
Lagoon Amusement Park	1,200,000	1,400,000	1,340,000	-4.3%	
Willard Bay S.P.	325,933	192,224	159,424	-17.1%	
This Is The Place S.P.	88,500	360,000	394,739	9.6%	
Antelope Island S.P.	250,886	281,266	256,901	-8.7%	
Great Salt Lake S.P.	138,763	250,478	214,127	-14.5%	
Rockport S.P.	117,683	127,832	135,937	6.3%	
East Canyon S.P.	95,543	98,010	79,731	-18.7%	
Golden Spike N.H.S.	45,341	44,872	39,995	-10.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

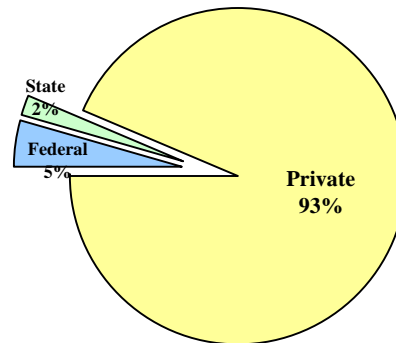
Land Ownership - 2008

Land Ownership - 2008	No. of Acres	% Total
Total Acres in County	389,696	100.0%
Federal Government	17,186	4.4%
BLM	741	0.2%
US Forest Service	16,445	4.2%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	8,080	2.1%
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	7,239	1.9%
State Trust Lands	--	--
Other ••	--	--
American Indian	--	--
Private*	364,439	93.5%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land



Morgan County Tourism Profile

